



Park City hosts the Sundance Film Festival, the premier U.S. showcase for American and international independent film

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STATE OF THE STATE

"By fundamentals, I mean promoting our strengths in the film and tourism industries. Earlier this year on a tour of rural Utah, while riding across Highway 12 between Escalante and Torrey, I observed some of the most stunning views our state has to offer. It was truly a 'Life Elevated' experience. Last year almost 20 million visitors learned this for themselves as they discovered the unique beauties of this state. We will continue our aggressive approach to promote the most beautiful land on Earth. It is also worth noting that last year more movies were filmed and produced in our state than ever before. Let's work together to further enhance our position as a premier film destination in the United States."

Governor Jon M. Huntsman Jr.
State of the State Address
Jan. 16, 2007

OUTGOING BOARD MEMBERS



Mona Given, of St. George, will be going on a mission for the LDS Church. Mona recently retired from her position with the Huntsman Senior Games. Her board assignment was to represent six central and southwestern Utah counties.

Camille Cain, who represented the Utah Association of Counties, decided not to seek re-election as a Weber County Commissioner. Ms. Cain served on the Utah Board of Tourism Development's legislative committee.



Managing Director's Message

It's hard to believe that 2007 is here and it will be a year in April since we launched "Life Elevated!" Since that time, we have produced three summer ads, two running last summer and one for the new spring/summer season. Our winter television ad has been in market since late summer; and combined with the advertising produced

by Park City and Ski Utah, our message has been broadcast all over the Northeast and Southern California. Final touches are being made on our spring/summer print ads, so the Utah Office of Tourism will continue to keep Utah in the traveler's top of mind.

Meetings, events, more meetings... With the Legislature in session,

Sundance in full swing and our day-to-day marketing moving toward the upcoming summer season, the UOT is very busy. One of the events we are encouraging our tourism partners to attend is the Tourism Industry Legislative

Tourism Industry Legislative Dinner
Where: Embassy Suites Hotel, 110 W. 600 S.
When: Monday, February 5, 2007
Time: Reception at 6:00 / Dinner at 7:00

Dinner at Embassy Suites Hotel (110 West 600 South, SLC) on Monday, February 5. A reception

will be held starting at 6:00 pm and dinner will follow at 7:00 pm. Anyone can attend and make reservations at eric@2thepoint.com. This dinner will be a great opportunity to mix with fellow tourism partners and talk to legislators about the importance of continued tourism funding.

Thanks to all of you for your support, and stay warm!

Tourism Fuels Utah's Strong Economic Outlook

During the 2005 legislative session, a united hospitality and tourism industry and committed state senators and representatives convinced the Utah Legislature that more money to promote Utah tourism - provided by a performance-based funding program - would result in a rapid demonstration of tourism's potential economic development "muscle."

Over the past two years, tourism funding has been bolstered by \$18 million for advertising and promotion; and measures of visitor response have shown major returns on the investment. Early figures for 2006 show a strong, growing industry. For example, to meet one funding mechanism threshold, demonstration of a three percent increase in taxes generated from 21 tourism-related industry segments was required. The actual increase for 2006 exceeded 13 percent.

Governor Huntsman has proposed a

\$13 million tourism marketing and advertising budget for FY 07/08.

The *Utah: Life Elevated* brand, adopted by the Utah Office of Tourism and the Governor's Office of Economic Development, has made a strong impression on first time and repeat visitors. Anecdotal responses from out-of-state visitors echo themes of discovery and comments like, "Yes-That's how I feel when I'm here!"

Bottom Line - 2006

- Tourism tax revenues equated to \$464 per Utah household in 2005, but that figure grew to \$494 in 2006.
- Total tourism spending was up 7.7 % to \$5.87 billion.
- Total travel and recreation-related employment grew 4.9 % to 125,800 jobs.
- Total direct state and local taxes generated by travel grew 7.9 % from \$433 million to \$467 million.
- Lodging occupancy climbed 3.2% to 68.2%.

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UOT has produced several "one-sheets" in Chinese, an expansive emerging market for Utah tourism

According to managing director, Leigh von der Esch, the brand slogan is just a portion of the Utah Office of Tourism's broader campaign targeting affluent adventure travelers. "The slogan goes hand-in-hand with visuals of Utah's landscapes, activities and exploration just waiting to happen," she says.

UOT's advertising campaigns focus on visitors already likely to visit the state. Research shows that 87 percent of Utah's visitors come from

the western United States. However, the Office of Tourism is not just targeting the western United States. The office also has its sights set on Germany, the United Kingdom and Japan. This year also marks the office's first attempt at marketing to China. "Though international visitors account for less than 4 percent [approximately 690,000] of total visitors, they stay longer and spend more money while they're here," deputy director, Tracie Cayford says.

UOT BOARD MTGS

January 12	Salt Lake City
February 9	Salt Lake City
March 21 & 22	Board Retreat, Salt Lake City
April 13	Kanab
May 16	Price (in conj. w. Tourism Conference, May 16 to 18)
June 8	Moab
July	No meeting scheduled
August 10	Salt Lake City
September 14	Bear Lake
October 12	Panguitch
November 9	Salt Lake City
December 14	Salt Lake City

SPOTLIGHT: UOT'S DAVE HANSFORD



When potential visitors call the phone numbers included in Utah Office of Tourism advertising, very often their calls are answered by soft-spoken visitor information specialist Dave Hansford.

Recently, a 90 second voice mail was left by a woman from Atlanta who had called the UOT to get information for planning her family's vacation. Airline tickets to Las Vegas had already been purchased, but she was hoping to obtain some suggestions to compile the best possible agenda for a memorable trip. Her message indicated she had called other state tourism offices, provided her name and address, but had been given little or no opportunity to ask questions. That was not the case with Utah. Her message praised Dave Hansford, saying she was overwhelmed by his informed manner, his willingness to help her select the best destinations and activities for her family, advise her on travel routes and even suggest special attractions along the way. She concluded her voice mail by saying that she and her family were now coming directly to Utah!

Panguitch Takes Its Place On Landmarks List



Historic Panguitch Main Street

Panguitch Mayor Art Cooper plans to place brand new signage at all the city's entrances ... in order to reflect the town's historic status.

The new signage will celebrate the National Register of Historic Places naming the entire south-central Utah town to its list of historic landmarks. "It's quite unusual for a whole town to be

designated," Mayor Cooper says.

The designation, made official in November 2006, is not surprising. Panguitch was settled by Mormon pioneers in 1864 as an agricultural community. Most of the buildings constructed in the 19th and early 20th centuries, including a stately Carnegie Library and a community social hall, are still

standing, undisturbed by technology or renovation.

Currently, about 1,500 people call Panguitch home. Local business owners hope the designation of the town as a historic landmark will draw more attention to the area, particularly from visitors who cite history and heritage tourism as their primary reasons for traveling.

Magazine Names Helper 'Town Of The Year'



Helper beckons to the boom years of Utah's coal mining industry

True West Magazine has named Helper, Utah the #1 True Western Town in its January/February 2007 issue. The Carbon County destination was chosen primarily because it "has preserved its history through older buildings and districts, museums and other institutions and events."

"When it comes to preserving and celebrating its heritage, the town of Helper helps itself," says Bob Boze Bell, executive editor of *True West*. "Its Western Mining & Railroad Museum is a treasure. The local

Historic Preservation Commission works to save and maintain older buildings, and the community is incredibly involved. Helper richly deserves the honor of 2007 True Western Town."

Kathy Hanna-Smith, director of the Castle Country Travel Region, sees this award as regionally beneficial. "Helper is a great gateway to Utah's Castle Country," says Hanna-Smith. She adds that the town's diverse arts community sets it apart. "It has attracted artists

that are known in prestigious galleries across the country."

"Culture and heritage tourism is a crucial component to our industry," says Utah Office of Tourism managing director Leigh von der Esch. "*True West*'s recognition of Helper shows that in Utah we not only passionately preserve our Old West history - we are also eager to share it."

Entering its 54th year in circulation, *True West Magazine* covers "true stories of Old West adventure, history, culture and preservation."

SPOTLIGHT: CHINA

- According to the U.S. Commercial Service, China's citizens represent the world's fastest growing market for outbound travelers.
- By the year 2020, it is projected China will have 100 million outbound travelers annually.
- Although China hasn't yet granted Approved Destination Status (ADS) to the U.S., almost 350,000 visas to the U.S. were issued in China last year. This figure represents a 20 percent increase over the previous year, primarily for business travel, visits to friends and relatives and for students.
- The U.S. market is China's eighth largest travel market. The other seven markets are all Asian nations.

SAVE THE DATE!
Utah Tourism Conference
May 16-18, 2007, Price

The Utah Division of Arts and Museums has announced nine community-based arts projects which will receive more than \$85,000 in matching funds from the Utah Arts Council through the Creative Communities Initiative during FY07. This program is designed to promote community-based arts projects and partnerships throughout the state to enhance economic opportunities and quality of life in Utah's communities.

"Cache Valley Arts District Project," submitted by Cache Valley Center for the Arts in Logan, will receive \$10,000 to create an arts district over several blocks in an area that encompasses several theatres and galleries in the heart of historic downtown.

"Winter Ethnic Arts and Handcrafts Market," submitted by Utah Cultural Celebration Center in West Valley City, will receive \$10,000 to create new business opportunities for local artists and ethnic entrepreneurs while developing a unique

annual event with regional tourist appeal.

"Community Art Project," submitted by Moab Arts Council, will receive \$10,000 to promote civic dialogue through "arts talk" workshops and to develop and implement a community arts project synchronized with the annual Moab Arts Festival.

"Voices of Our Valley," submitted by Casino Star Theatre Foundation in Gunnison, will receive \$10,000, 1.) to enhance and develop the community through the creation of public art and visual storytelling in public spaces, and 2.) for the promotion of annual festivals to include an annual film festival, local talent showcase and Spring Run-off annual run.

"Downtown Mixed-Use Development," submitted by Downtown Alliance of Provo, will receive \$10,000 to determine feasibility of building a mixed-use artist development following the successful Salt Lake City Artspace concept for downtown revitalization.

"Helper City Stage," submitted by Helper City Arts Festival, will receive \$10,000 to update and modify the city stage for festival and community performances.

"Torrey Town Apple Days Band Stand/Dance Hall," submitted by Torrey Town Apple Days Committee, will receive \$10,000 to replace the cement dance floor and stage in the open-air dance hall for Apple Days and other community events.

"Corinne Pageant Stage," submitted by Corinne Historical Society, will receive \$6,000 to build a permanent structure that will be used as a stage for the Corinne Pageant and other community events.

"Brigham City Front Porch," submitted by Brigham City Corp., will receive \$10,000 to create a comprehensive cultural district on downtown Main Street and to celebrate Brigham City's "Rural Genius," by the Christensen Brothers with symposia and a film documentary.

UOT And UTIC Plug Statewide Tourism Efforts In Southern Utah

On January 9, Dave Williams, assistant director of the Utah Office of Tourism and Nan Anderson, executive director of the Utah Tourism Industry Coalition visited with county tourism and community leaders in Garfield and Kane Counties. Over 50 people attended the Garfield County meeting, while a smaller but equally enthusiastic group attended the gathering in Kane County. At both meetings, Williams provided a summary of UOT marketing efforts in 2006 and showed a preview of upcoming print and television ads for 2007. Anderson

emphasized the need for those in the tourism industry, concerned leaders and citizens to urge their legislators to support continued funding for tourism.

On January 10, Williams and Anderson attended a Washington County Economic Summit. Williams spoke in the "What's Up Down South?" session and gave a brief presentation demonstrating the economic impact tourism has on the entire state and Washington County in particular. He also showed some UOT television ads featuring Zion National Park and a Washington County golf course.

All three meetings provided excellent opportunities to emphasize the importance of tourism to state and local economies and discuss various tourism-related issues with industry partners in southern Utah.

"2007 will bring many opportunities for discussion about Utah's marketing and promotional efforts, as well as tourism issues related to specific areas," says UOT managing director Leigh von der Esch. "Participation in meetings and forums with our tourism partners in as many areas of the state as possible is a priority for us."

Cellet Public Relations, UOT's UK representation company, is sending a group of writers on the first press trip of 2007 to experience the champagne powder and stars of the Sundance Film Festival.

Beginning January 25, representatives from three national newspapers, *The Daily Mirror*, *The Guardian* and the *Sunday Herald* will experience outdoor life, Utah-style. Not only will they be skiing five resorts in five days (Powder Mountain, Snowbasin, Deer Valley, Park City Mountain Resort and The Canyons), they will also head over to the Sundance Film Festival and experience the Outdoor Retailer Winter Market.

The Guardian is a national daily newspaper with a total readership 1,071,593.

The Daily Mirror is a tabloid, daily national paper with a total readership of 4,826,520.

The Scottish Sunday Herald is a national newspaper in Scotland with readership of 207,601.

OUT AND ABOUT

1/10-1/30	British writer covers Sundance and Utah Skiing
1/25-31	British media "Chase Utah Powder and Sundance Stars"
1/29-2/1	US Writers Visit to "Discover Ski Utah Family Fun"
2/5	UHLA Legislative Dinner
2/7-11	Consumer Travel Show, Hamburg - Reisen Hamburg
2/11-15	US Writers to experience Park City
2/12-15	Go West Summit, Portland, OR
2/16-21	Post-Go West Summit FAM, "Enjoy Winter Colors & Adventure in SW Utah"
2/23-3/2	German American Journal writer to "Ski Utah Like A Local"
2/26-3/2	US writers "Ski Utah Like Locals"
2/24-28	Consumer Travel Show in Munich, Germany - C-B-R
3/1-7	Scandinavian press tour with Delta Airlines
3/3-10	Sareiter Reisen of Germany experiences Utah skiing
3/7-11	ITB, Berlin, Germany
3/12-1	Women only ski press tour with Ski Utah
3/21-27	"Winter Colors of Utah's National Parks" - German Media Tour
April TBA	"Where America's Mtn. West meets Desert SW" - Benelux Press Tour
4/21-25	Pow Wow International, Anaheim, CA
5/16-18	UT Tourism Conference & Co-op Funding Workshop, Price, UT
5/19-20	Sunset Magazine Tradeshow, Menlo Park, CA
5/20-23	National Scenic Byways Conference, Baltimore, MD
May TBA	UK tour operators visit southwestern Utah
May TBA	German Tour Operators "Utah Adventure" FAM
6/11-6/18	UT, AZ, NM & CO target Brussels & Amsterdam in Benelux sales mission
6/17-20	Rotary International Convention, Salt Lake City, UT
June TBA	"Utah Culture and Heritage" - UK media FAM
June TBA	Korean media/trade FAM tour

Familiarization Tours Actual / Scheduled

2006	International	31	46
	Domestic	10	
	International/Domestic	5	
	Participants	205	
2007	International	36	57
	Domestic	21	
	International/Domestic	318	
	Participants		

Markets include: United States, United Kingdom, Belgium, Argentina, France, Brazil, Germany, Japan, China, Italy, Canada, The Netherlands, Scandinavia and Korea.



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Board Approves Spring Marketing Plan



Meiers Weltreisen Promotes The Greatest Snow On Earth®

During its December meeting, the Utah Board of Tourism Development gave approval for a \$3.9 million advertising campaign to promote spring and summer visitation. The board also voted to fund three "special opportunity" tourism promotion projects.

The majority of the spring/summer advertising campaign funds will be spent on national cable television advertising, supplemented by local television ads to run in Denver and Los Angeles. The campaign will also include print advertising in up to eight targeted magazines and online advertising.

Based on the visibility and publicity garnered from the Utah Office of Tourism sponsorship of Warren Miller's 2006 ski film with its tour of 189 venues in 35 states, the board approved \$350,000

from special opportunity funds to secure that sponsorship for another year.

The April issue of *Outside Magazine* will contain an article on Moab touting it as the first "green community" in the country. To take full advantage of the attention the article will generate, the Moab Travel Council received \$270,000 in special opportunity monies to purchase full-page ads in six issues of *Outside*. The advertising investment will be boosted by an equal number of 1/3 page ads for a sweepstakes campaign offering an all expenses paid Moab adventure.

The third project receiving special opportunity funding is a partnership between the Salt Lake City International Airport and the Park City Chamber

Bureau aimed at promoting ski trips this winter on the new non-stop Delta flights between Salt Lake City, Mexico City and Guadalajara. The board awarded the project \$50,000 for the venture. The airport and chamber will each add \$29,000 to the effort to capitalize on the Mexican ski market.

The board previously approved a warm weather foray into Madden Pre-Print newspaper advertising inserts that will combine UOT ads with out-of-state advertising and promotion from Utah's tourism industry entities. The opportunity has received excellent response from tourism partners statewide and appears that it will generate both effective advertising and lasting partnerships.

Utah Office of Tourism conducted a 2006/2007 Utah winter sports promotion with Meiers Weltreisen, part of the REWE group and one of Germany's largest tourism organizations. Meiers is known for its high quality programs sold via travel agents throughout Germany.

For the promotion, Meiers provided its top 1,000 travel agent partners with a Utah ski poster and a four-page Utah ski flyer produced especially for the promotion. The flyer depicts Utah as an exciting ski destination and provides specific details on transportation, lift passes and lodging. Travel agents were encouraged to order additional posters and Utah's new German language Reiseplaner.

Now mid-campaign, Meiers' North America ski product manager, Maren Steuernagel, is very pleased with the Utah campaign. Steuernagel believes that the numbers at the end of the ski season will show an increase in Utah sales and she is already lobbying for another Utah Office of Tourism/ Meiers Weltreisen partnership.

